

ESG BRIEF

VMware Anywhere Workspace Combines Critical Components

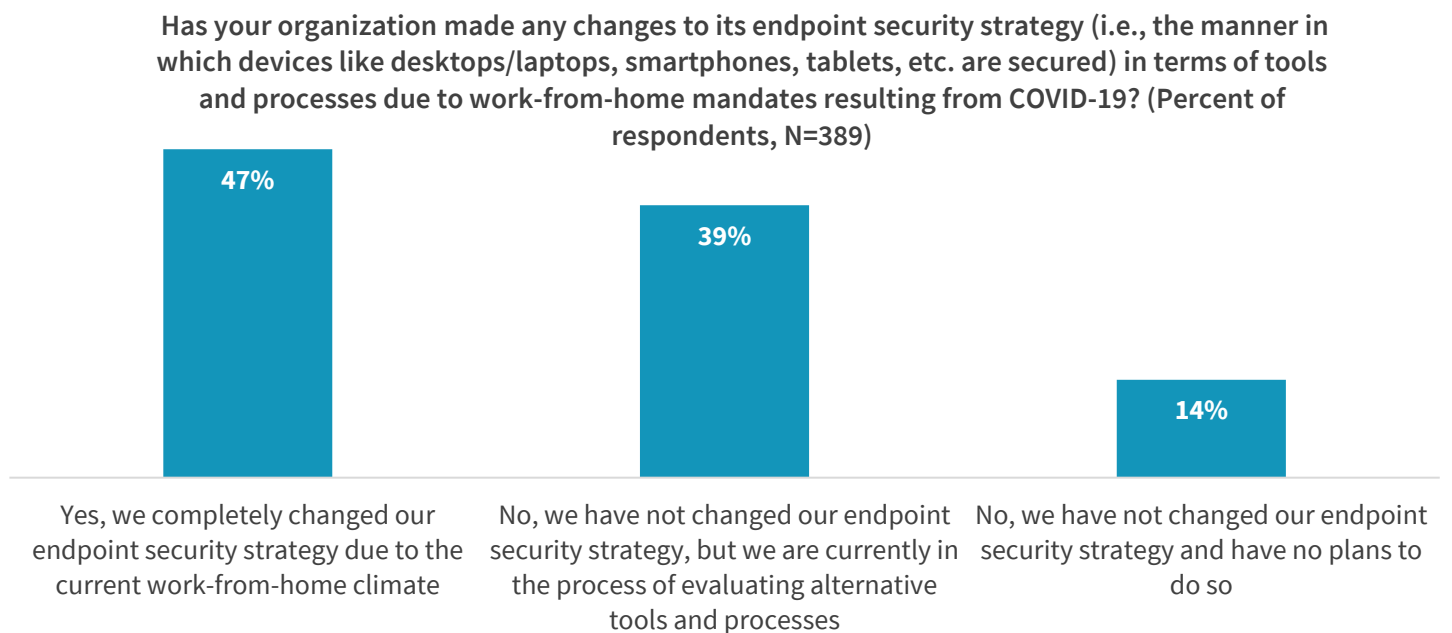
Date: May 2021 **Author:** Mark Bowker, Senior Analyst

ABSTRACT: VMware introduced Anywhere Workspace as the locking together of Workspace ONE, Carbon Black, and SASE services. The integration of solutions brings together the top IT and business priorities as businesses strategize the future of work. White gloves will have to be worn as VMware and its partner ecosystem help guide customers beyond existing legacy security and delivery approaches into a modern digital workspace and the future of work.

Digital Workspace Strategies Evolve Beyond Core Delivery Models

Remote work works, and it is having a profound effect on how businesses execute on the future of work with heightened attention on security and employee experience. In fact, recent EGS research on digital workspaces highlighted that nearly half (47%) of organizations completely changed their endpoint security strategy due to the current work-from-home climate, and an additional 39% are in the process of evaluating alternative tools and process.¹

Figure 1. Changes to Endpoint Security Strategies



Source: Enterprise Strategy Group

¹ Source: ESG Research Report, *Digital Workspace Strategies in an Increasingly Remote Worker World*, May 2021.

VMware Anywhere Workspace Combines Three Solutions

VMware had plans in place prior to work-from-home mandates and has brought together three solutions to create VMware Anywhere Workspace. This announcement highlighted:

- The melding of VMware Workspace ONE, VMware Carbon Black, and VMware SASE.
- The value of integration that focuses on improved employee experience, enhanced security, and automation.
- Business values focused on enabling an engaged workforce, more effective security, and reduced costs and operational overhead.

“Distributed work requires a modern, integrated approach.”

-Shawn Bass, VMware CTO

VMware also shared that there is more innovation planned around bringing physical and virtual endpoint management and security capabilities together, as well as additional integration to deliver zero trust network access (ZTNA) over globally deployed POPs.

Top IT and Business Priorities Match VMware Strategy

It's likely that this announcement was delayed due to the massive amount of attention VMware has provided its customers over the last year to help them enable a distributed workforce. VMware had invested in the Anywhere Workspace well ahead of the remote work surge and anticipated the value it could deliver beyond a core delivery and management platform with Workspace ONE. The impact of VMware Anywhere Workspace could be significant through 2021 and beyond, given top business priorities to keep employees productive, secure, and pleased. The potential value of VMware Anywhere Workspace includes:

- Opportunities to embrace favorable economic and alternative consumption models that enhance IT's ability to deliver a digital workspace solution with enhanced employee experience.
- Accelerated organizational alignment between operational, security, and IT executive teams to confidently scale and embrace a distributed workforce and any back-to-office plans.
- Simplifying and even replacing existing tools in favor of a platform that simplifies management with automation, creates consistent policies throughout a workflow, and responds to security threats.

Will the Surge in Remote Work be Sufficient to Support VMware Anywhere Workspace Business?

VMware has clearly accelerated the combination of solutions into a single construct to help address and shape future-of-work strategies while addressing some of the top priorities businesses are executing on to deliver a secure and optimal user experience. On the surface, this alignment is obvious given the investments that VMware has made in each of these areas, but success will depend on:

1. The perception of VMware as a hosted desktop delivery platform consisting of VDI and DaaS solutions with some capabilities to manage across multiple device types.

2. A boost in trust and confidence to effectively deliver security solutions that exceed existing investments in business, security architectures, and organizational strategies.
3. Support from its go-to market ecosystem that can clearly articulate the value of Anywhere Workspace, expand relationships into security teams and business executives, and recognize the potential for short- and long-term business upside.

47% of organizations indicated that they completely changed their endpoint security strategy due to the current work-from-home climate.

The biggest competitor of VMware Anywhere Workspace is very likely to be existing deployments and investments in legacy tools, processes, and organizational strategies. However, it should also be noted that VMware customers will likely continue to balance best-of-breed solutions and any vendor lock-in concerns with the potential

value of extending their investments with VMware. VMware will also be participating in the market alongside platform vendors like Blackberry, Citrix, Google, Ivanti, and Microsoft, as well as a very active marketplace full of endpoint protection solutions, SASE services, ZTNA architectures, and workspace delivery alternatives.

The Bigger Truth

VMware understands the importance of evolving its digital workspace platform and the numerous ways businesses can potentially benefit from VMware Anywhere Workspace. Businesses want to address current needs while challenging models of the past to support a surge in output, enhance employee engagement levels, and maintain remote and flexible work. Simultaneously, they want to support all forms of distributed work but are realizing that legacy IT tools and processes are not effective when enabling a better way to work.

It's time to rethink business, work models, and IT strategy and reexamine all areas of operation. VMware Anywhere Workspace is well aligned to address short-term strategies and map to plans that shape the future of work and challenge legacy approaches.

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